



اَبُو سَيِّدِي تَيَكُونُ لَو كَي مَبَارَا  
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## SOAP DAILY2GO

# BUSINESS MODEL CANVAS

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS**

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## EXECUTIVE SUMMARY

Soap Daily2Go has designed a new product that provides the customer with a simple, easy, and inexpensive way to carry handwashing materials easily wherever you are. Proper handwashing is the most important preventive measure available to tackle communicable diseases. Germs spread from surfaces to people when we touch a surface and then touch our face with unwashed hands. Proper handwashing is the best way to protect yourself and others from being exposed to the virus or germs especially during this pandemic. Handwashing has become an essential act in their daily. Therefore, we decided to make a soap that makes people easy to use everywhere and anytime. Other than that, soap Daily2Go focused on a service that produces innovative, traditional, and simple goods and products. While the existence of proprietary dispensing systems is still high on the market, we understand that more and more consumers choose to purchase universal or generic dispensers and maintain their ability to negotiate better prices on far larger expenses.

Our mission is we are promised to help make the world a better place by concentrating on eco-friendly practices to provide our consumers with goods that provide a wide variety of services, high quality and ethics combined with excellent customer service. We put together this list of eco-friendly products to show you just how easy it can be to replace some of the plastic products you buy. By replacing liquid soap, we try to reduce the number of plastic pollutions in the world. One of the best ways to fight plastic pollution is to live by example and ensure the products you buy are produced with both ethics and the environment in mind. Other than that, we will gain customer loyalty by providing exceptional, natural personal care products. We tried to make our customer's lives easier by producing soap Daily2Go.

The main vision for the product is aimed to be the leading soap maker in the country, promising 100% customer satisfaction and being a commodity that will concentrate on tourists around the world. Customer satisfaction is important for our business because if they satisfied with our product, they would become our loyal customers that the ones who are going to buy our products even if they are not on sale and recommend our offerings to their friends, and indirectly it will keep our company afloat in the world.

Soap Daily2Go produces a new solid hand wash with strong cleansing power. Our paper soap is made from water-soluble paper in 30 seconds or less and is environmentally friendly. It is great for everyday use with diaper bags, wallets, exercise bags, backpacks, and even small enough to fit in your pocket. Washing is people's the most requisite a kind of consumer's goods of frequent use. Washing hands commonly with is bar soap or liquid soap and if use bar soaps the surface is very smooth and will careless slightly will landing on the

ground and pollute. Particularly in public places, shared perfumed soap transmits use through many people, and is very unhygienic, very easily causes cross-infection, makes disease transmission. Along with improving constantly people's living standard, pay close attention to health and the health of self-more, especially in public, out on tours, soap daily2Go is a very convenient and healthy novel toilet soap. Soap Daily2Go also very ideal when you do not have hand soap accessories when camping, hiking, public restrooms, and sporting events. Our main objective is to ensure that consumers wash their hands clean no matter where they are and keep hygiene.

Beyond manufacturing quality solid soap paper, customer service will be one of our goals. We know that our customers are the reason why we are in business and that is why we are going to take the extra mile to get them happy when they buy our goods. Our main target customer is a traveler. This is because they are more in need and very important for their use. Moreover, travelers usually need quick and inexpensive hand sanitizer. When traveling, not all places have hand sanitizers, and they will prefer to carry items that are easy to carry for the purpose of their convenience. Therefore, we are targeting more travelers than students. Then, with the existence of our product, we are promising comfort and hygiene to the customers who purchase our product.

Our business began in early January 2020. Soap Daily2Go has the potential for fast growth, and the first three years will be spent on building financial stability and rising market share. After starting operations, the company will explore the possibility of putting this product in every detergent store in Malaysia. Our business will also run every day of the week. We sell soap paper over the internet, such as Instagram, Facebook, and we also choose to sell our products on Shoope.com.my. Our customers can purchase our product from the Shoppe app because this is much easier for the customer who finds our product. The soap paper can be sold in retail stores, special lifestyle stores and others.

We chose this product because there are not many competitors that produce hand sanitizers in solid form, the rest are many in liquid form. In the market, our company will be the part we dive into, we will continue to innovate until earlier for the smooth running of consumer needs. This product will give benefit others in terms of hygiene and it helps the consumer to start valuing the importance of cleanliness in daily life. In today's world, people becoming busier hence they will spend more time outside the house, so we will try to produce more soap that more convenient and giving benefit to people.

# 1. INTRODUCTION

## 1.1 Company Background

Since pandemic covid-19 occurs, hand wash products play an essential role in our daily lives. By eliminating soils, germs, and other contaminants safely and efficiently, they help us remain healthy, take care of our homes and belongings, and make our environment more pleasant.

A new product that is slowly getting recognition from the people, Soap Daily2Go is owned by NorNazirah binti Kamarudin and her main head team, Siti Izzaira binti Muhammad Sahadi, Nur Shabila binti Jamaludin, and Muhammad Zamzam bin Alias. We intend to produce portable paper soap that can catch it the hearts of our customers. We plan to work with a variety of scents. Portable paper soap was chosen as the first product of Soap Daily2Go due to our team such a person who really prioritizes cleanliness. After brainstorming, we have decided to produce this paper soap that has never been made by anyone in Malaysia.

Hand washing is an ingredient that is a kind of cleaning agent to get rid of bacteria. Paper soap is a thin soap. This is an anionic surfactant used in conjunction with water for washing and cleaning. It is portable, inexpensive, and easy to use. Most of the soap is delivered in liquid form but we have changed the soap to become a solid so that people can easy to bring it. Therefore, this business model canvas was created to act as a guide to make it easier for the Daily2Go Soap team to work on a soap project.

Soap Daily2Go, which stands for portable paper soap, is named by our partner businesses to state that paper soap is ideal for everyone and for any occasion. We aim to have a product that is specialized in providing various facilities to meet the demands of customers like travelers and therefore we plan to produce a new product that has been named Soap Daily2Go.

A partnership is preferable for Soap Daily2Go. Our business is a new business that produces portable paper soap and this is our first year operating as Soap Daily2Go. So this year, we plan to build our name slowly in the product industry. We choose to create a portable paper soap that has been named Soap Daily2Go because our product is portable which is suitable to use everyday and most of our main ingredients consist of paper soap that is completely hygienic as it is tested in the laboratory. Furthermore, each paper soap is easily disposable. Therefore, being a partnership would bring more profit and it would be beneficial for us.